

ABSTRACT OF DISCLOSURE

5 An Internet-based consumer product brand marketing communication system which enables manufacturers, retailers and their respective agents, and consumers to carryout product-related functions along the demand side of the retail chain. A central RDBMS (i.e. data warehouse) stores a central database of consumer product related information resource files (IRFs) each IRF being indexed with a Universal Product Number (UPN) assigned thereto by the manufacturer of the consumer product, or its designated agent, which relates to the consumer product. A first subsystem enables a manufacturer's marketing, brand and/or product managers to create and manage a local RDBMS containing UPN-indexed IRFs related to the consumer products of the manufacturer being offered for sale in both physical and/or electronic marketplaces, and periodically transport the local RDBMS of UPN-indexed IRFs to the central RDBMS by electronic data transport techniques. The local RDBMS of UPN-indexed IRFs is selected by the manufacturer's marketing, brand and/or product managers so as to create a desired brand image for each the consumer product of the manufacturer. A second subsystem enables consumers to access one or more UPN-indexed IRFs in the central RDBMS, to request and obtain information about a manufacturer's consumer product so as to make informed/educated purchases along the demand side of the retail chain. A third subsystem enables manufacturers and their advertising and marketing agents to access one or more UPN-indexed IRFs in the central RDBMS to display consumer product advertisements to consumers, at or near the point of purchase or sale within both physical and/or electronic retail shopping environments so as to project the desired brand image to consumers. A fourth subsystem enables retailers and their marketing and promotional agents to access one or more UPN-indexed IRFs in the central RDBMS, to promote consumer products to consumers, at or near the point of purchase or sale within both physical and/or electronic retail shopping environments so as to promote the sale of such products in inventory.

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